

BRANDING GOVERNMENT PROJECTS

Reaching your audience in the digital age



WHAT'S THE DIFF??

- BRAND: Image of a specific product



- BRANDING: Image is marketed to become more recognizable



Home Runs



WHY BRAND??? The 3 R's....

- Recollection
- Reference
- Rhyming



Comparison-moving forward in the digital age

2007



M-10 Reconstruction

2014



I-96 Reconstruction

DODGE THE LODGE

- Full Freeway Closure
- Direct route in downtown Detroit
- Commuters/Venues
- 156,000 Vehicles/Day



96 FIX

- Full Freeway Closure
- Direct route between Detroit and western suburbs
- Commuters/Venues
- 149,000 Vehicles/Day



Traditional Media vs Social Media



Brochures vs Info-graphics

DODGE THE L₁₀DGE II

Consider an alternate means of transportation:

DDOT Bus System
www.ci.detroit.mi.us/ddot
 Detroit Area: 313-933-1300
 Outside Detroit: 888-336-8287

SMART Bus System
www.smartbus.org
 866-962-5515

Michivan Commuter Vans
 800-826-7433

Rideshare in Metro Detroit
www.semcog.org

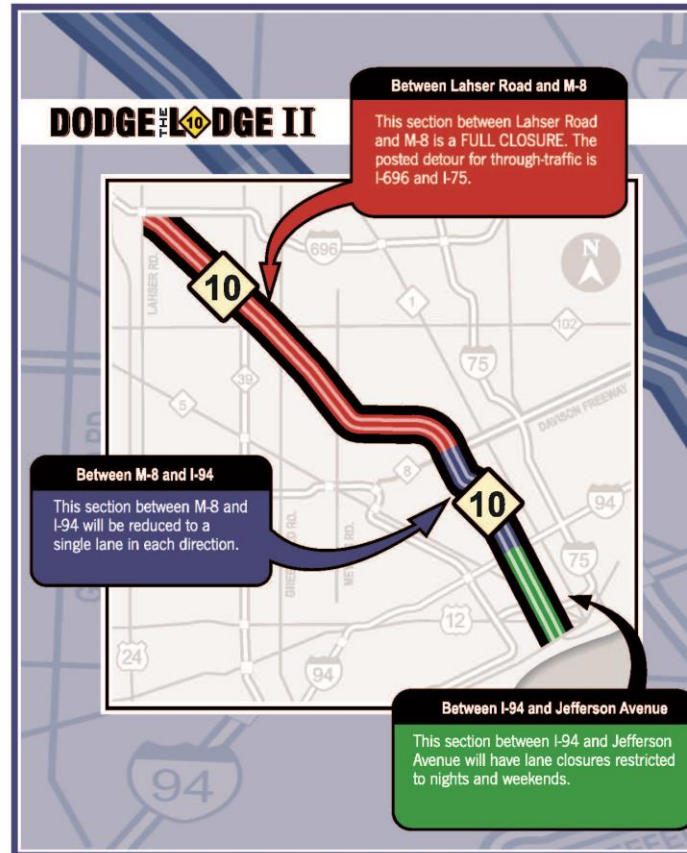
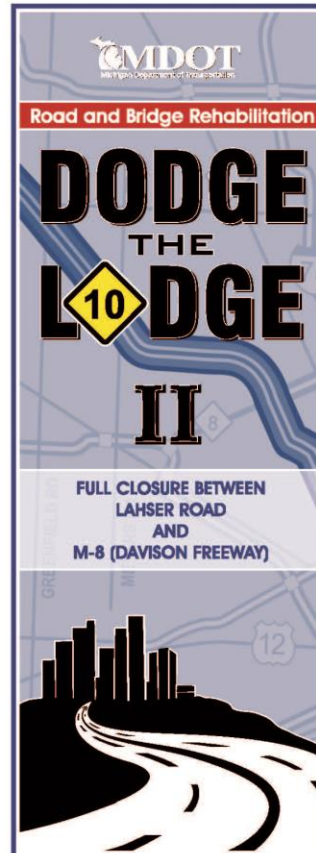
Detroit People Mover
www.thepeoplemover.com
 313-962-7045
 800-541-RAIL [7045]

League of Michigan Bicyclists
www.lmb.org
 517-334-9100

For more information, please contact the Michigan Department of Transportation's

Detroit Transportation Service Center
 313-965-6350
Oakland County Transportation Service Center
 248-451-0001
 Web site
www.michigan.gov/mdot

Printed by DigitalMediaWorks of CommerceCity on 10/10/10. 100% recycled paper with 50% recycled content.



It's the Customer Interaction

2007



2014



Direct contact at the click of a mouse



Instant Updates



PROGRESS



OWNERSHIP



PARTNERING



It's the Analytics

www.facebook.com/96fix

* 4,151 Page Likes (comparison is that MDOT's main Facebook page has 7,300 page Likes)

Over last 30 days:

- * 162,000 people reached over the last 30 days. Reach is in millions since start (Freeway closed April 7, but we had social pages since early 2012)
- * 2,200 comments on Facebook.
- * Responded to more than 1,000 comments.
- * 1,500 people shared posts to their followers
- * 64% of the 100s of thousands of people the Page reaches are women
- * 56% are ages 35 to 54.
- * 9% are 55-64, in comparison to 18-24 year old which make up only 6%

www.twitter.com/96fix

- * 1,100 followers
- * Of the past 50 Tweets, we reached 71,000 people and 25 of those Tweets were shared by followers

March 2012 (launch of project, social media):

An online and paper survey (do you want I-96 open or closed during the construction?) launched the same day of the meeting

- 40 people filled it out at the meeting in paper form
- 1,725 responses were gathered online in the preceding 10 days, with 468 comments (it was posted for 10 days online), and heavily promoted via Facebook and Twitter.

Success was due to three 3 positive news stories, follow up e-mails to our contact list, and the aggressive social media use to promote made it possible to get the good response received.

On the Facebook front, here is some data after only 10 days of activity:

- * 50 Likes
 - * 11,243 potential people who have seen the Page
 - * 849 people took some action related to the 96fix Project Page, either a like, share or comment.
 - * The survey link and information was posted on the Page 10 times
 - * Three news stories were linked and posted on the Page
 - * More than 70% of people visited the Page more than once, which means they thought it relevant enough to come back to time and again
- Demographics:
- * 53% are female; 44% are male
 - * 63% of those who Like the Page are 35 years or older
 - * The majority of engaged users are from Livonia and Detroit first, and Redford second.

WHO DID WE REACH?



WHO DID WE REACH??



That's all folks....

Questions??

